

ABSTRACT

This research is meant to find out the influence of product quality, service quality, and price to the purchasing decision at Starbucks Coffee Galaxy Mall Surabaya branch.

The Population is all customers who have ever visited the Starbucks Coffee Galaxy Mall Surabaya branch. The sample collection technique has been done by using accidental sampling based on the accidental which means all customers who have ever purchased the products of Starbucks coffee, and 98 respondents have been selected as samples. The data analysis technique has been done by using multiple linear regressions.

The results of the test show that product quality, service quality, and price variables which have positive and significant influence to the customer decision. Based on the partial determination coefficient value, it shows that product quality becomes the variable which has dominant influence to the customer decision. It means that when the product quality is getting better, it will have influence to the increase of the customer decision at Starbucks Coffee Galaxy Mall Surabaya branch.

Keywords: *Product Quality, Service Quality, Price and Customer Decision.*



INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kualitas pelayanan, dan harga terhadap keputusan pembelian pada Starbucks Coffee Cabang Galaxy Mall Surabaya.

Populasi yang digunakan dalam penelitian ini yaitu konsumen yang berada di Starbucks Coffee Cabang Galaxy Mall Surabaya. Teknik pengambilan sampel menggunakan accidental sampling yaitu berdasarkan kebetulan yang berarti konsumen yang membeli produk di Starbucks coffee, dengan jumlah sampel sebanyak 98 responden. Teknik analisis data yang digunakan adalah metode regresi linier berganda.

Hasil pengujian menunjukkan bahwa variabel kualitas produk, kualitas pelayanan, dan harga memiliki pengaruh signifikan dan positif terhadap keputusan pembelian. Berdasarkan nilai koefisien determinasi parsial kualitas produk menjadi variabel yang berpengaruh dominan terhadap keputusan pembelian. Hal ini berarti menunjukkan semakin baik kualitas produk akan berdampak pada meningkatnya keputusan pembelian pada Starbucks Coffee Cabang Galaxy Mall Surabaya.

Kata Kunci : Kualitas Produk, Kualitas Pelayanan, Harga, Dan Keputusan Pembelian

